# IDENTITY GUIDELINES

OCTOBER 2019

INTERNATIONAL PARALYMPIC COMMITTEE

# BRAND NARRATIVE

# WHAT THE IPC EXISTS TO DO



## VISION

FUTURE WE WANT FOR EVERYONE

**AN INCLUSIVE WORLD THROUGH PARA SPORT.**

## MISSION

HOW WE'RE GOING TO GET THERE

**TO LEAD THE PARALYMPIC MOVEMENT, OVERSEE THE DELIVERY OF THE PARALYMPIC GAMES AND SUPPORT MEMBERS TO ENABLE PARA ATHLETES TO ACHIEVE SPORTING EXCELLENCE.**

**PLATFORM**

GOVERNING STRATEGIC IDEA

**A NEW BRAND STATEMENT THAT GLOBALLY POSITIONS OUR MISSION AND VISION.**

# CHANGE STARTS WITH SPORT

In the future we will focus much more on the transformational impact of the Paralympic Movement and driving the human rights agenda.  Through our brand we aim to change attitudes and create more opportunities for persons with disabilities, as well as improve mobility and accessibility.

# TONE OF VOICE



## BOLD

We want people to sit up and take notice of our work. We challenge how people think and act towards disability. We don't do anything by half, the impact of our work is meaningful and transformational.

## UPLIFTING

We celebrate diversity and champion positive change.

## RELENTLESS

In pursuit of inclusion and excellence, we always aim to initiate progress.  We always look to how we can make a difference.

## AUTHENTIC

We are always grounded in reality and the authentic stories of our athletes and community. We communicate with honesty, integrity and transparency.

# IDENTITY ASSETS

# PARALYMPIC SYMBOL
## INTRODUCTION



### OLD CONSTRUCTION

The main identifier of the Paralympic Movement is our Paralympic symbol.

The Paralympic symbol has been revised in 2019 to strengthen its appearance and future-proof it as we continue to grow as a Movement.

The form has been redrawn so that each of the three individual elements are exactly the same. The spacing and geometry has also been refined so that the three Agitos are now rotating around a shared central point.

The colours have been updated to match the vibrant Paralympic values. In the interests of sustainability and reducing ink when printing, we have adopted the red, blue and green used by the International Olympic Committee
in the Olympic Rings.

Please take care to use the correct Paralympic symbol.

### NEW CONSTRUCTION

# PARALYMPIC SYMBOL

The Paralympic symbol is the heart of our identity, symbolising the Paralympic values of courage, determination, inspiration and equality. It is given pride of place on all International Paralympic Committee (IPC) materials.

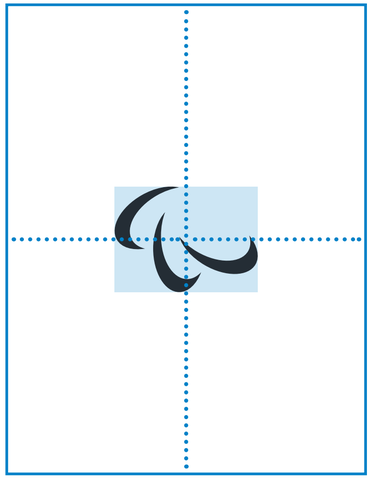
# PARALYMPIC SYMBOL
## USE



## CLEAR SPACE

Always keep the clear space free of any other design elements

## ALIGNMENT



The Paralympic symbol should be centred vertically or horizontally wherever possible

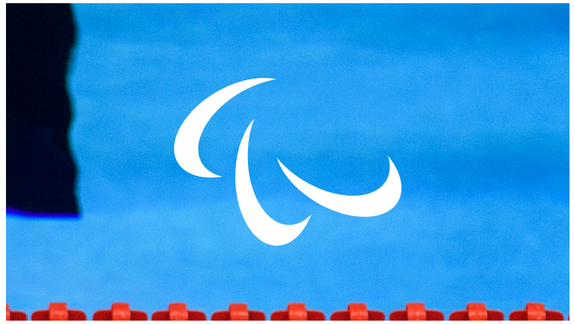
To ensure the Paralympic symbol is always prominent there is an isolation area around it. The isolation area is ¼ of the height of the symbol around each edge. No other element should encroach on this area.

# PARALYMPIC SYMBOL
## USE

Use the Paralympic symbol on white backgrounds.

Use the white symbol on areas of solid colour or clear areas of the brand patterns.

Use the symbol in a single brand colour (including black) on materials with print restrictions.



Use the symbol in white on clear areas of photography.

Do not use the three-colour symbol on coloured backgrounds.

Do not place the symbol on complicated areas of the brand patterns.

Do not use the symbol in a non-brand colour.

Do not place the symbol on complicated areas of photography.

The Paralympic symbol is the heart of the Paralympic Movement.
The utmost care should be taken to ensure that it is always presented consistently.

# IPC LOCK-UPS
## PRIMARY EMBLEM

The primary lock-up is our core brand emblem. It is the emblem given to third parties. It may be used in either full colour or in white.

# IPC LOCK-UPS
## SECONDARY VARIATIONS



### STACKED LEFT

To be used if the lock-up is left aligned on a tall, narrow format.

### STACKED CENTRE

To be used when the lock-up is centred on materials.

### SINGLE LINE

To be used on long, thin applications (e.g. a stadium hoarding).

Multiple lock-up relationships have been created to ensure that the IPC brand can be expressed as clearly as possible in all situations.

# IPC LOCK-UPS
## NATIONAL PARALYMPIC COMMITTEE EMBLEMS



### FOR PORTRAIT EMBLEMS (PRIMARY)

British Paralympic Association

### FOR LANDSCAPE EMBLEMS (SECONDARY)

Tanzania Paralympic Committee

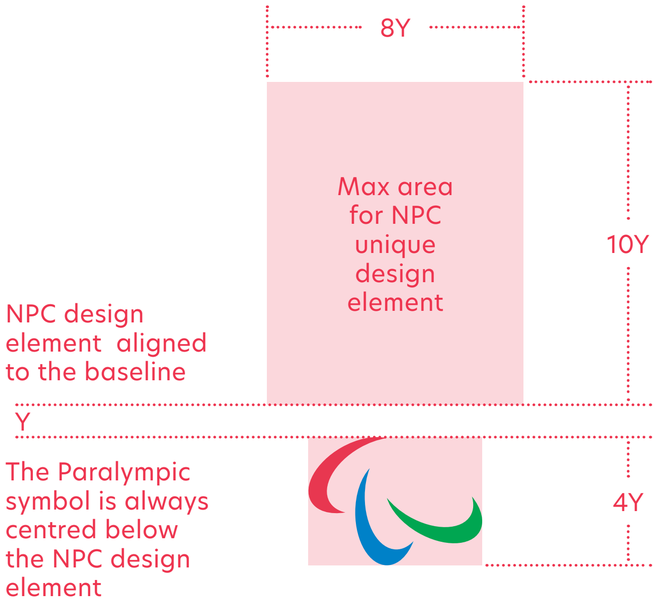
NPCs have many different shaped emblems. We have two systems to ensure that any lock-ups are visually balanced. We aim to use the portrait lock-up wherever possible.

Note: NPCs have until 31 December 2023 to comply with the new guidelines.

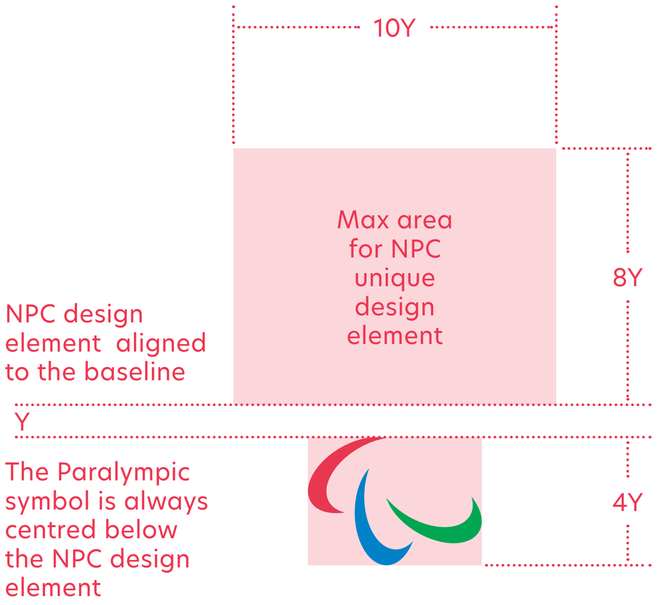
# IPC LOCK-UPS
## NATIONAL PARALYMPIC COMMITTEE EMBLEMS



### FOR PORTRAIT EMBLEMS (PRIMARY)


8Y
Max area for NPC unique design element
10Y
NPC design element aligned to the baseline
Y
The Paralympic symbol is always centred below the NPC design element
4Y

### FOR LANDSCAPE EMBLEMS (SECONDARY)


10Y
Max area for NPC unique design element
8Y
NPC design element aligned to the baseline
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The Paralympic symbol is always centred below the NPC design element
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# IPC LOCK-UPS
## NATIONAL PARALYMPIC COMMITTEE NAMING

The NPC unique design element must include the organisation’s name in English. It is also possible to create a secondary version with the organisation name in the local language.

Note: In accordance with the IPC Handbook, the English and local language version must include the word "Paralympic" (or an approved direct translation) in the organisation name. For example, it is not permitted to use the term Paraolympic - or a variation thereof - in either the English or local language version of the name of the organisation.

# COLOUR



**PARALYMPIC BLACK**
Pantone 7547
C:0 M:0 Y:0 K:100
R:36 G:46 B:53
#242E35

**PARALYMPIC GREY**
50% Pantone 7547
C:0 M:0 Y:0 K:50
R:146 G:150 B:154
#92969a

**PARALYMPIC RED**
Pantone 192
C:0 M:94 Y:65 K:0
R:238 G:51 B:78
#EE334E

**PARALYMPIC DARK RED**
Pantone 221
C:9 M:100 Y:26 K:38
R:145 G:0 B:72
#910048

**PARALYMPIC BLUE**
Pantone 3005
C:100 M:37 Y:0 K:0
R:0 G:129 B:200
#0081C8

**PARALYMPIC DARK BLUE**
Pantone 541
C:100 M:58 Y:9 K:46
R:0 G:60 B:113
#003C71

**PARALYMPIC GREEN**
Pantone 355
C:100 M:0 Y:100 K:0
R:0 G:166 B:81
#00A651

**PARALYMPIC DARK GREEN**
Pantone 330
C:90 M:21 Y:60 K:65
R:0 G:83 B:76
#00534C

Our core colours are red, blue and green. Each colour has a dark version that can be used to create depth and emphasis within layouts.

Note: Colour pairings should not be mixed e.g. 'Paralympic blue' should not be paired with 'Paralympic dark red'.

# TYPOGRAPHY
## HEADLINE



COURAGE
DETERMINATION
INSPIRATION
EQUALITY

**NEW HERO SUPER**
Upper case
Letter spacing: 50/1000em (Optical)
Line heights: 100%

# TYPOGRAPHY
## BODY COPY



This is example body copy. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves.

**NEW HERO REGULAR**
Sentence case
Letter spacing: 25/1000em (Optical)
Line heights: 120%

For any enquiries or further information please contact:

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